



**RINGKASAN SKRIPSI**

**PERBEDAAN INTENSI *BRAND SWICTHING* PRODUK PEMBERSIH  
WAJAH PADA KONSUMEN DEWASA AWAL DI KOTA MAKASSAR  
DITINJAU DARI PEMBERIAN  
*WORD OF MOUTH***

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MAKASSAR  
2020**

# **Perbedaan Intensi *Brand switching* Produk Pembersih Wajah pada Konsumen Dewasa Awal di Kota Makassar ditinjau dari Pemberian *Word of Mouth***

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## **ABSTRACT**

*The tendency to try or switch brands on facial cleanser certainly cannot just happen by itself, but it needs an encouraging namely word of mouth, which is able to strengthen the intention. This experimental research consisted of two groups (positive and neutral word of mouth) which aimed to determine the difference in the effect of word of mouth with the intention of brand switching of facial cleanser products in each group. In this study, there were 57 participants (aged 18-24 years) who use facial cleanser. This research was a true experiment using between-participant independent variable design. The result of the study proves that there are differences in the effect of giving positive or neutral word of mouth to the intention of brand switching of facial cleansing products for young adult consumers in Makassar. Participants with a positive word of mouth shows stronger intention of brand switching than the participants with a neutral word of mouth. This research contributes to the manufacturers to be able to market their products using the spread of word of mouth and also as an evaluation material for innovation.*

**Keywords:** *Brand switching, Facial cleanser, Word of mouth, Young adult consumers.*

## **ABSTRAK**

Kecenderungan untuk mencoba atau beralih merek (*brand switching*) pembersih wajah tentunya tidak dapat terjadi begitu saja melainkan perlu adanya dorongan yang mampu memperkuat intensi tersebut, yakni *word of mouth*. Penelitian eksperimen ini terdiri dari dua kelompok (*word of mouth* positif dan netral) yang bertujuan untuk mengetahui perbedaan pengaruh pemberian *word of mouth* terhadap intensi *brand switching* produk pembersih wajah dalam masing-masing kelompok. Partisipan dalam penelitian ini berjumlah 57 orang (18-24 tahun) yang menggunakan pembersih wajah. Penelitian ini merupakan *true experiment* dengan menggunakan desain *between-participant independent variable*. Hasil penelitian membuktikan bahwa terdapat perbedaan pengaruh pemberian *word of mouth* positif maupun netral terhadap intensi *brand switching* produk pembersih wajah pada konsumen dewasa awal di Kota Makassar. Partisipan pada kondisi *word of mouth* positif menunjukkan intensi *brand switching* yang lebih kuat dibandingkan kondisi *word of mouth* netral. Penelitian ini memberikan kontribusi bagi produsen untuk dapat memasarkan produk yang dimiliki dengan menggunakan penyebaran *word of mouth* dan juga sebagai bahan evaluasi untuk berinovasi.

**Kata Kunci:** *Brand switching, Konsumen dewasa awal, Pembersih wajah, Word of mouth.*

## **PENDAHULUAN**

Produsen saling bersaing menawarkan beragam produk barang maupun jasa dalam berbagai merek. Kemunculan berbagai merek pada satu kategori produk memudahkan konsumen sebagai target pemasaran melakukan peralihan atau yang disebut sebagai *brand switching*. Ghasrodashti (2017) mengemukakan bahwa *brand switching* dapat pula

didefinisikan sebagai keputusan untuk mengubah atau beralih ke merek lain ketika pembelian. Konsumen terdorong mencoba produk-produk yang ditawarkan dari berbagai merek. Berdasarkan hasil survei Kantar Worldpanel Indonesia (Darandono, 2013) terhadap 7000 rumah tangga untuk 70 kategori produk menunjukkan bahwa 79.3% konsumen suka melakukan *brand switching* pada kategori produk yang sama. Survei yang dilakukan oleh peneliti kepada 158 konsumen di Makassar menunjukkan bahwa sebanyak 94% (121 perempuan; 37 Laki-laki) responden melakukan *brand switching*. *Brand switching* tertinggi terjadi pada kategori pembersih wajah pada produk kosmetik.

Produk-produk kosmetik perawatan kulit memiliki target pasar yang luas dan paling banyak menargetkan konsumen pada usia muda. Konsumen usia muda cenderung lebih mudah menerima produk kosmetik dari berbagai merek dibandingkan generasi di atasnya (Khuong & Duyen, 2016)). Pertumbuhan dan permintaan terhadap produk kosmetik juga terus mengalami pertumbuhan hingga sebesar 20% di tahun 2017 (Kementrian Perindustrian Republik Indonesia, 2018). Data di atas juga menunjukkan konsumen memiliki keinginan yang semakin meningkat terhadap permintaan produk kosmetik. Produsen melalui strategi masing-masing memanfaatkan tingginya permintaan dengan menawarkan berbagai merek pada kategori produk serupa untuk mendorong konsumen melakukan *brand switching*.

*Brand switching* yang dilakukan sebagai bentuk eksplorasi merek membuat konsumen mampu menemukan produk yang lebih sesuai dengan kondisi diri (Sutherland & Canwell, 2004). Namun dilain hal, juga berdampak pada kelangsungan bisnis, keuntungan, dan pertumbuhan suatu perusahaan. *Brand switching* dapat menurunkan daya beli dan keuntungan perusahaan. *Brand switching* membuat perusahaan pada akhirnya akan kehilangan konsumen (Nimako, 2012). Howell (2004) mengemukakan bahwa tingkat *brand switching* yang tinggi dapat mengurangi loyalitas, sebab konsumen mengembangkan penerimaan terhadap merek lain.

Fishbein dan Ajzen (1975) mengemukakan bahwa intensi merupakan niat sadar untuk menampilkan perilaku. Perilaku *brand switching* konsumen dapat dilihat dari intensi. Nimako (2012) mengemukakan bahwa *brand switching* terjadi karena besarnya intensi beralih. Bansal dan Taylor (2002) melakukan penelitian mengenai *brand switching* pada setting pelayanan operator. Hasil menunjukkan bahwa semakin positif sikap terhadap perilaku maka, intensi *brand switching* akan lebih kuat. Intensi *brand switching* yang kuat mendukung terjadinya perilaku aktual.

Peckham (1963) mengungkapkan bahwa intensi *brand switching* rentan terjadi pada konsumen di bawah usia 25 tahun yang merupakan kategori dewasa awal. Tellis dkk. (2009) mengemukakan bahwa konsumen dewasa awal lebih terbuka terhadap rangsangan baru berupa penawaran merek lain. Berdasarkan hal tersebut dapat disimpulkan bahwa konsumen dewasa awal rentan untuk melakukan *brand switching*. Konsumen dewasa awal yang juga belum bekerja memiliki pendapatan terbatas. Konsumen dewasa awal yang memiliki pendapatan terbatas cenderung lebih mengembangkan intensi *brand switching*.

*Brand switching* akan terjadi ketika intensi beralih telah terbentuk dan memiliki cukup kekuatan untuk mendorong konsumen melakukan perilaku aktualnya. Penguatan terhadap intensi *brand switching* dapat berasal dari faktor interpersonal. East dkk.(2001) mengemukakan bahwa pengaruh interpersonal dari lingkungan dapat berbentuk *word of mouth*. Stokes dan Lomax (2002) mengemukakan bahwa *word of mouth* merupakan semua bentuk komunikasi interpersonal secara verbal maupun non-verbal mengenai produk dari orang yang dianggap tidak memihak (non-komersial). Brown dkk. (2005) mengemukakan bahwa penyebaran *word of mouth* dapat dilakukan melalui individu maupun beberapa media komunikasi.

Vazques-Casielles dkk. (2013) mengemukakan bahwa *word of mouth* dapat bersifat positif dan negatif. *Word of mouth* positif berisi informasi positif terkait pengalaman terhadap suatu objek. *Word of mouth* negatif berisi informasi negatif yang dirasakan terkait pengalaman

terhadap suatu objek. Roy dkk. (2018) menambahkan bahwa *word of mouth* juga memiliki sifat netral yang merupakan gabungan informasi positif dan negatif.

Martin (2017) mengemukakan bahwa sifat *word of mouth* mampu membentuk evaluasi dalam membuat keputusan. Hasil evaluasi akan memengaruhi intensi dan tindakan konsumen terhadap produk dari suatu merek. Ketelaar dkk. (2015) mengemukakan bahwa konsumen yang memperoleh *word of mouth* positif ataupun netral dilaporkan mampu memunculkan intensi untuk menggunakan merek produk yang dibicarakan dalam *word of mouth*. Sifat *word of mouth* yang netral dan positif mampu mengubah penilaian dan sikap konsumen terhadap suatu produk dan memengaruhi intensi. Meski demikian, sifat *word of mouth* positif dianggap lebih mampu memengaruhi dan memperkuat intensi *brand switching*.

Tang dkk. (2014) mengemukakan bahwa individu memproses *word of mouth* positif dan menyimpulkannya sebagai informasi tentang reputasi produk, hasil dari kepuasan penggunaan, kenikmatan pengalaman, dan rekomendasi dari konsumen lain. Sedangkan, Lim dan Beatty (2005) mengemukakan bahwa intensi konsumen menggunakan suatu merek yang berbeda kurang mampu diperkuat oleh gabungan informasi positif dan negatif dalam *word of mouth* netral, jika dibandingkan *word of mouth* positif. Konsumen menerima *word of mouth* yang tidak konsisten yakni berisi dua informasi dengan sisi yang berbeda. Ketelaar dkk. (2015b) juga mengemukakan bahwa ketika terdapat suatu informasi yang bermuatan negatif akan membuat penilaian konsumen juga menjadi negatif terhadap suatu objek.

Elkin (2014) mengungkapkan bahwa studi yang dilakukan Katz dan Lazarsfeld menunjukkan bahwa *word of mouth* positif dari konsumen lain memiliki dampak lebih besar pada keputusan melakukan *brand switching* produk-produk yang digunakan dalam keseharian. Konsumen menggunakan rekomendasi dari orang lain yang telah memiliki pengalaman mengonsumsi sebuah produk pada saat akan membuat keputusan dan memilih untuk menggunakan suatu merek. Gunawan dkk. (2016) mengemukakan bahwa *word of mouth* positif yang diterima mengenai merek lain juga mampu membangkitkan intensi *brand switching*. Informasi positif dalam *word of mouth* memberikan kesan baik dan menggambarkan keunggulan dari sebuah produk merek tertentu. Oleh karena itu, motivasi untuk mencoba produk tersebut muncul dalam bentuk intensi *brand switching*.

Berdasarkan pemaparan di atas, hipotesis yang diajukan dalam penelitian ini adalah terdapat perbedaan pengaruh pemberian *word of mouth* positif maupun netral terhadap intensi *brand switching* pada produk pembersih wajah. Partisipan yang diberikan *word of mouth* positif memiliki intensi *brand switching* yang lebih kuat dibandingkan partisipan yang diberikan *word of mouth* netral.

## METODE

Penelitian ini menggunakan pendekatan eksperimen dengan desain *between-participant independent variable* yang terdiri atas dua kelompok. Desain eksperimen ini melihat pengaruh variabel bebas (VB) terhadap variabel terikat (VT) melalui perbedaan skor VT. Seniati dkk. (2011) mengemukakan bahwa perbedaan skor VT dilihat dari pengukuran antara kelompok-kelompok partisipan yang diberikan perlakuan berbeda. Pengukuran dilakukan pada masing-masing kelompok di akhir perlakuan. Partisipan dalam penelitian didasarkan memiliki kriteria yakni, perempuan (18 - 25 tahun), belum bekerja, dan menggunakan pembersih wajah. Jumlah partisipan yang terlibat sebanyak 57 orang.

Partisipan akan dibagi ke dalam dua kelompok yakni kelompok eksperimen I (KE<sub>1</sub>) dan kelompok eksperimen II (KE<sub>2</sub>), secara random. Variabel bebas pada penelitian ini disajikan menggunakan media video. Video terdiri dari dua bentuk yaitu berisi *word of mouth* positif dan netral (positif dan negatif). Kedua video tersebut memuat karakteristik pesan sebagai faktor yang memengaruhi efektivitas *word of mouth*, yakni kejelasan informasi dan volume *word of*

*mouth*. Video *word of mouth* akan disajikan secara non-verbal yakni menggunakan tiga ulasan secara tertulis yang telah dikumpulkan dari konsumen. Isi video terbagi atas dua *section*, pertama menampilkan foto dan atribut pada produk. Merek produk yang digunakan dalam penelitian merupakan fiksi. Kedua, menampilkan konten *word of mouth*. Partisipan yang berada pada KE<sub>1</sub> diberikan video yang memuat *word of mouth* positif, sedangkan partisipan yang berada di KE<sub>2</sub> diberikan video yang memuat *word of mouth* netral. Setelah partisipan pada masing – masing kelompok mendapatkan perlakuan, kemudian diminta untuk mengisi kuesioner I (skala intensi *brand switching*) dan kuesioner II (*manipulation check*).

Skala intensi *brand switching* memiliki rentang pilihan jawaban 1 - 7. Instrumen skala penelitian yang digunakan mengacu pada skala dari Bansal dan Taylor (2002), skala intensi *brand switching* tersebut dimodifikasi kembali sesuai dengan konteks penelitian yang dilakukan peneliti. Skala penelitian yang terdiri dari 13 item melewati proses validasi oleh *expert judgement* dan menghasilkan nilai validitas skor item antara 0,750 - 0,917. Nilai reliabilitas item memiliki nilai *cronbach's Alpha* sebesar 0,919. Hasil perhitungann daya diskriminasi item menunjukkan terdapat 3 item gugur dan tersisa 10 item. Nilai korelasi item yang tidak gugur bergerak dari 0,432 – 0,814.

Teknik analisis data yang digunakan yaitu deskriptif dan uji hipotesis. Analisis data menggunakan bantuan program SPSS v.23. Analisis deskriptif dilakukan sebelum pengujian hipotesis agar peneliti mampu memahami realitas dari variabel - variabel secara empiris (Azwar, 2016). Hipotesis penelitian diuji menggunakan *independent t-test*. Seniati dkk. (2011) mengemukakan bahwa nilai signifikansi lebih kecil dari 0,05 ( $p < 0,05$ ) menunjukkan bahwa  $H_a$  diterima dan  $H_o$  ditolak yang memiliki arti bahwa terdapat perbedaan pengaruh yang signifikan pada kedua kelompok.

## HASIL DAN PEMBAHASAN

### Hasil

**Tabel 1.** *Data Demografi Partisipan*

Karakteristik	Frekuensi	Persentase
<b>Usia (Tahun)</b>		
18	6	11%
19	21	37%
20	10	18%
21	9	16%
22	8	14%
23	2	4%
24	1	2%
<b>Total</b>	<b>57</b>	<b>100%</b>
<b>Pendidikan terakhir</b>		
SMA	54	95%
Strata 1 (S1)	3	5%
<b>Total</b>	<b>57</b>	<b>100%</b>
<b>Pengeluaran perbulan</b>		
<300000	8	14%
300000-500000	17	30%
500000-1000000	20	35%
>1000000	12	21%
<b>Total</b>	<b>57</b>	<b>100%</b>

Tabel 1 menunjukkan bahwa mayoritas partisipan yang terlibat dalam penelitian berusia 19 tahun (37%), pendidikan terakhir SMA (95%), dan memiliki pengeluaran antara 500000-1000000 (35%).

**Tabel 2.** Deskripsi Variabel

Kelompok	n	Empirik			
		Min	Max	Mean	SD
WOM positif (KE <sub>1</sub> )	30	28	65	47,76	8,13
WOM netral (KE <sub>2</sub> )	27	17	48	30,37	7,13

Skala intensi *brand switching* memiliki total 10 item. Skala intensi *brand switching* memiliki rentang skor antara 1 hingga 7. Hasil analisis data skor empirik terendah pada kelompok eksperimen *word of mouth* positif (KE<sub>1</sub>) sebesar 26 dan tertinggi sebesar 65 dengan nilai rata-rata 47,76 serta standar deviasi 8,13. Kelompok eksperimen *word of mouth* netral (KE<sub>2</sub>) memiliki skor empirik terendah sebesar 17 dan tertinggi sebesar 48 dengan nilai rata-rata 30,37 serta standar deviasi 7,13.

**Tabel 3.** Kategorisasi dan interpretasi skor intensi *brand switching*

Kategori	Interval	KE <sub>1</sub>		KE <sub>2</sub>	
		f	%	f	%
Rendah	X < 30	1	3%	0	0%
Sedang	30 – 49	15	50%	16	59%
Tinggi	X ≥ 50	14	47%	11	41%

Tabel di atas menunjukkan lebih banyak partisipan di kelompok *word of mouth* positif (KE<sub>1</sub>) yang memiliki skor intensi *brand switching* tinggi dibandingkan kelompok *word of mouth* netral (KE<sub>2</sub>). Perbedaan selisih pada kedua kelompok sebanyak 6%. Secara umum, hasil kategorisasi juga menunjukkan bahwa partisipan memiliki intensi *brand switching* dalam kategori sedang.

**Tabel 4.** Uji normalitas

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Intensi Brand Switching	0,11	57	0,05	0,96	57	0,10

a. Lilliefors significance correction

Hasil uji normalitas di atas menunjukkan nilai  $p = 0,054$ ,  $p > 0,05$ . Hasil uji normalitas menunjukkan nilai  $p$ -value yang lebih besar dari 0,05, maka asumsi normalitas terpenuhi.

**Tabel 5.** Uji Homogenitas dan Hipotesis

Group Statistics					
	Kelompok	N	Mean	SD	Std. Error Mean
Mean IBS	WOM Positif	30	4,77	0,81	0,14
	WOM Netral	27	3,03	0,71	0,13

<i>Independent samples test</i>							
Variabel	Leven's Test for Equality of Variances		df	T	Sig.	Mean difference	Std. Error difference
	F	Sig.					
Intensi <i>Brand switching</i>	0,30	0,58	55	8,54	0,00	1,37	0,02

Pengujian homogenitas dilakukan dengan pendekatan *levene's test*. Kesamaan varians terpenuhi jika nilai probabilitas ( $p$ ) lebih besar dari 0,05 ( $p > 0,05$ ). Hasil analisis *Levene's test* yang diperoleh menggunakan bantuan SPSS 23 adalah  $p = 0,58$ ,  $p > 0,05$ , maka hipotesis diterima. Partisipan kedua kelompok penelitian memiliki varians sama dan berasal dari populasi yang sama.

Hasil analisis data yang telah dilakukan menunjukkan bahwa terdapat perbedaan signifikan intensi *brand switching* antara kelompok *word of mouth* positif dan kelompok *word of mouth* netral,  $t(55) = 8,54$ ,  $p < 0,05$ . Nilai *mean* intensi *brand switching* kelompok *word of mouth* positif ( $M = 4,77$ ,  $SD = 0,81$ ) lebih tinggi dibandingkan kelompok *word of mouth* netral ( $M = 3,03$ ,  $SD = 0,71$ ). Hasil analisis *independent sample t-test* menunjukkan bahwa hipotesis yang diajukan dalam penelitian ini diterima.

## Pembahasan

Penelitian ini menguji perbedaan pengaruh pemberian *word of mouth* positif dan netral terhadap intensi *brand switching*. Penelitian ini menunjukkan bahwa pemberian *word of mouth* memberikan pengaruh yang berbeda pada intensi *brand switching*. Partisipan pada kondisi *word of mouth* positif ( $KE_1$ ) memiliki tingkat intensi *brand switching* yang lebih kuat.

Hasil penelitian ini sejalan dengan riset yang dilakukan Doh dan Hwang (2009) melibatkan 143 partisipan. Penelitian tersebut menunjukkan bahwa kelompok yang mendapatkan satu sisi informasi yakni hanya berupa pendapat positif menunjukkan skor *mean* yang lebih tinggi dibandingkan kelompok lain. *Word of mouth* positif lebih berpengaruh terhadap sikap dan juga intensi perilaku konsumen dibandingkan *word of mouth* netral yang mengandung sentimen positif serta negatif. Hal tersebut dapat disebabkan oleh kandungan informasi yang tidak seimbang sehingga menyebabkan lemahnya intensi konsumen menggunakan maupun membeli produk lain.

Penelitian ini juga sesuai dengan hasil studi Asmidar, Zulkarnain, dan Ginting (2017) yang menunjukkan pengaruh *word of mouth* positif secara signifikan memengaruhi intensi *brand switching*. Studi ini menemukan bahwa *word of mouth* positif memberikan kontribusi sebesar 30.7% terhadap intensi konsumen melakukan *brand switching*. Hasil analisis deskriptif skala intensi *brand switching* menunjukkan bahwa partisipan yang termasuk kategori tinggi lebih banyak berasal dari kelompok *word of mouth* positif (47%) dibandingkan partisipan yang berasal dari kelompok *word of mouth* netral (41%).

Hasil analisis persebaran data respon menunjukkan persentase partisipan kelompok *word of mouth* positif yang menyetujui bahwa mengganti pembersih wajah adalah ide bagus sebanyak 73,4%. Persentase partisipan kelompok *word of mouth* positif yang menyetujui bahwa mengganti pembersih wajah ke merek baru adalah bermanfaat sebanyak 86,6%. Persentase yang ditunjukkan oleh partisipan di kelompok *word of mouth* positif lebih besar dibandingkan *word of mouth* netral pada dua item pertanyaan tersebut. Hal ini menguatkan bahwa di kelompok *word of mouth* positif lebih banyak partisipan yang menganggap bahwa mengganti pembersih wajah ke merek lain adalah ide bagus dan bermanfaat.

Peneliti juga menemukan bahwa sebanyak 66,7% partisipan kelompok *word of mouth* positif menyetujui bahwa mengganti pembersih wajah ke merek yang ditampilkan adalah menguntungkan. Persentase tersebut lebih banyak dibandingkan partisipan di kelompok *word of mouth* netral. Hal ini menunjukkan bahwa lebih banyak partisipan pada kelompok *word of mouth* positif yang menganggap bahwa mengganti pembersih wajah ke merek yang ditampilkan dalam video akan memberikan keuntungan.

Penggantian pembersih wajah ke merek yang ditampilkan dalam video juga merupakan hal yang diinginkan bagi 86,6% partisipan pada kelompok *word of mouth* positif. Jumlah ini jauh lebih besar dibandingkan partisipan di kelompok *word of mouth* netral yang hanya menunjukkan angka 3,7% pada pilihan serupa. Respon ini menguatkan bahwa lebih banyak partisipan yang menginginkan untuk mengganti produk pembersih wajah ke merek lain ketika menerima *word of mouth* positif.

Partisipan pada kedua kelompok lebih banyak setuju dengan pilihan jawaban berjumlah sedikit pada item pertanyaan mengenai peristiwa yang tidak dapat dikontrol sehingga menghalangi penggantian pembersih wajah ke merek yang ditampilkan dalam video. Persentase respon partisipan pada kedua kelompok yang memilih jawaban berjumlah sedikit sebanyak 54,3% . Hal ini menunjukkan bahwa terdapat kesamaan pendapat antara partisipan di kedua kelompok bahwa peristiwa atau kejadian yang dapat menghalangi penggantian produk pembersih wajah ke merek lain berjumlah sedikit sebab dapat dikontrol. Semakin sedikit jumlah peristiwa yang menghalangi penggantian ke merek lain dapat meningkatkan probabilitas *brand switching*.

Berdasarkan data persebaran respon menguatkan bahwa terdapat perbedaan pengaruh *word of mouth* positif dan netral terhadap intensi *brand switching* konsumen. Hasil pengukuran *mean* juga menunjukkan perbedaan cukup besar. Kelompok *word of mouth* positif (KE<sub>1</sub>) memiliki skor *mean* lebih tinggi dari kelompok *word of mouth* netral (KE<sub>2</sub>). Perolehan skor *mean* yang lebih besar menunjukkan bahwa rata-rata partisipan pada kondisi *word of mouth* positif memiliki skor intensi *brand switching* yang lebih tinggi.

*Word of mouth* yang diterima dari konsumen lain memengaruhi kognitif, afektif, dan intensi perilaku. Ketelaar, Willemsen, Slevin, dan Kerkhof (2015) mengemukakan bahwa *word of mouth* akan lebih efektif bekerja ketika komunikasi tidak atau kurang memiliki tingkat pengetahuan terhadap suatu merek produk. Konsumen yang kurang familiar atau hanya memiliki informasi yang sedikit mengenai suatu merek dapat lebih mudah memproses informasi yang masuk. Sentimen positif yang terkandung dalam *word of mouth* positif dapat membentuk penilaian yang baik terhadap merek produk.

Berdasarkan *signaling theory* (Spence, 1973), pemrosesan *word of mouth* positif hingga dapat memunculkan dan memperkuat intensi sebab keterangan yang diterima mampu membantu menghilangkan ketidakseimbangan informasi antarkonsumen. Konsumen menerima informasi positif dan pengalaman menyenangkan dari orang lain terkait merek produk baru yang sebelumnya tidak diketahui. Konsumen yang bertindak sebagai komunikator memberikan informasi baru melalui *word of mouth* positif yang kemudian ditangkap oleh konsumen. *Word of mouth* positif yang diterima mengurangi kesenjangan tingkat informasi dan mengurangi tingkat risiko yang dirasakan konsumen sehingga mampu mendorong intensi *brand switching* dan memengaruhi keputusan pembelian. Gunawan, Diana, Muchardie, dan Sitinjak (2016) juga menambahkan bahwa *word of mouth* positif memberikan kesan baik suatu merek produk kepada konsumen.

Bansal dan Taylor (2002) mengemukakan bahwa penilaian yang positif akan mengarahkan pada sikap yang positif pula. *Word of mouth* positif yang meninggalkan kesan baik membentuk penilaian dalam benak konsumen sehingga memunculkan sikap positif yang menjadi determinan kuatnya intensi *brand switching*. Pada penelitian ini menunjukkan perolehan skor intensi *brand switching* yang tinggi dari partisipan.



Bansal dan Taylor (2002b) mengemukakan bahwa skor yang semakin tinggi mengindikasikan kuatnya intensi *brand switching*. Sikap positif terhadap gagasan beralih mendorong intensi yang lebih kuat untuk menunjukkan *brand switching* jika konsumen mempunyai tingkat kontrol yang tinggi terhadap peristiwa yang mungkin saja dapat menghalangi peralihan (PBC). Konsumen apabila merasa bahwa terdapat sedikit peristiwa atau kejadian yang menghalangi gagasan beralih maka tingkat intensi *brand switching* akan menguat. Sebaliknya, ketika jumlah peristiwa yang dapat menghalangi gagasan tersebut maka tingkat intensi *brand switching* melemah bahkan menghilang. Intensi *brand switching* juga diperkuat ketika konsumen merasa bahwa konsekuensi dari niat yang dimiliki mendapatkan persetujuan orang lain yang dianggap penting atau sesuai dengan preferensi yang dimiliki.

Asmidar, Zulkarnain, dan Ginting (2017) mengemukakan bahwa konsumen memersepsikan komunikator *word of mouth* positif bukan bagian dari periklanan komersial ataupun tenaga profesional, melainkan teman. Oleh karena itu, *word of mouth* positif cenderung lebih persuasif menggerakkan intensi konsumen salah satunya *brand switching*.

Penelitian yang telah dilakukan menunjukkan adanya pengaruh *word of mouth*, terutama yang bersifat positif terhadap intensi *brand switching* pada pembersih wajah. Pembersih wajah merupakan salah satu kelas produk kosmetik yang banyak mengalami *brand switching* berdasarkan data awal yang diambil peneliti, sehingga hasil penelitian ini hanya dapat digeneralisasikan pada kelas produk yang sama. *Brand switching* terjadi hampir pada setiap produk yang digunakan dalam keseharian. Pembentukan dan penguatan intensi dapat mengarahkan pada perilaku *brand switching* yang dalam penelitian ini tidak dilakukan studi lebih lanjut. Peneliti juga mengalami hambatan mengenai keterbatasan literatur yang membahas tentang penggunaan *word of mouth* netral berkaitan dengan intensi konsumen khususnya *brand switching*.

## KESIMPULAN

Kesimpulan yang dapat diambil dari hasil penelitian dan pembahasan yang telah dijelaskan adalah ada perbedaan pengaruh pemberian *word of mouth* positif maupun netral terhadap intensi *brand switching* pada produk pembersih wajah. Intensi *brand switching* produk pembersih wajah akan semakin kuat apabila konsumen menerima *word of mouth* positif dibandingkan *word of mouth* netral.

Adapun saran terkait penelitian ini kepada peneliti selanjutnya bahwa ketika menggunakan *word of mouth* sebagai salah satu variabel dalam penelitian diharapkan mempertimbangkan pula penggunaan *word of mouth* netral. Penggunaan variabel *word of mouth* dan intensi *brand switching* juga diharapkan diterapkan pada konteks yang berbeda misalnya pelayanan dan tidak hanya sebatas intensi melainkan perilaku. Adapun pada konteks produk diharapkan tidak hanya sebatas kelas produk melainkan jangkauan yang lebih luas. Saran selanjutnya bagi produsen perlu untuk memberikan perhatian lebih terhadap penyebaran *word of mouth* di kalangan konsumen. *Word of mouth* dari konsumen dapat menjadi evaluasi bagi produsen untuk mengembangkan produk yang dimiliki. Selain itu, produsen dapat memaksimalkan penggunaan *word of mouth* dalam pemasaran produk dengan mempertimbangkan penggunaan sifat *word of mouth*.

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# **The Difference of Brand Switching Intention of Facial Cleanser Product on Young Adults Consumer in Makassar City Viewed From Giving Word Of Mouth**

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## **ABSTRACT**

*The tendency to try or switch brands on facial cleanser certainly cannot just happen by itself, but it needs an encouraging namely word of mouth, which is able to strengthen the intention. This experimental research consisted of two groups (positive and neutral word of mouth) which aimed to determine the difference in the effect of word of mouth with the intention of brand switching of facial cleanser products in each group. In this study, there were 57 participants (aged 18-24 years) who use facial cleanser. This research was a true experiment using between-participant independent variable design. The result of the study proves that there are differences in the effect of giving positive or neutral word of mouth to the intention of brand switching of facial cleansing products for young adult consumers in Makassar. Participants with a positive word of mouth shows stronger intention of brand switching than the participants with a neutral word of mouth. This research contributes to the manufacturers to be able to market their products using the spread of word of mouth and also as an evaluation material for innovation.*

**Keywords:** Brand switching, Facial cleanser, Word of mouth, Young adult consumers.

## **INTRODUCTION**

Manufacturers compete with each other to offer a variety of goods and services in various brands. The emergence of various brands in one product category makes it easier for consumers as marketing target to make a switch or what is known as brand switching. Ghasrodashti (2017) argues that brand switching can also be defined as a decision to change or switch to another brand when purchasing. Consumers are motivated to try the products offered from various brands. Based on the results of the Kantar Worldpanel Indonesia survey (Darandono, 2013) of 7000 households for 70 product categories, it shows that 79.3% of consumers like to do brand switching in the same product category. A survey conducted by researcher to 158 consumers in Makassar showed that as many as 94% (121 women; 37 men) of respondents did brand switching. The highest brand switching occurred in the facial cleanser category for cosmetic products.

Skincare cosmetic products have a broad target market and mostly the target is consumers at a young age. Young consumers tend to more easily accept cosmetic products from various brands compared to the generation above (Khuong & Duyen, 2016). The growth and demand for cosmetic products also continue to experience growth of up to 20% in 2017 (Kementrian Perindustrian Republik Indonesia, 2018). Based on the data show that consumers have an increasing desire for the demand for cosmetic products. Manufacturers through their respective strategies take advantage of the high demand by offering various brands in the same product category to encourage consumers to make brand switching.

Brand switching, which is carried out as a form of brand exploration, enable consumers to find products that are more in line with their own condition (Sutherland & Canwell, 2004). Nevertheless, brand switching also has an impact on business continuity, profits and growth of

a company. Brand switching can reduce the purchasing power and profits of a company. Brand switching causes companies to eventually lose consumers (Nimako, 2012). Howell (2004) suggests that a high level of brand switching can reduce loyalty, because consumers develop acceptance of other brands.

Fishbein and Ajzen (1975) suggested that intention is a conscious desire to display behavior. Consumer brand switching behavior can be seen from the intention. Nimako (2012) argues that the greater intention to switch makes brand switching occur. Bansal and Taylor (2002) conducted research on brand switching in operator service settings. The results show that the stronger the positive attitude towards behavior, the stronger the intention to switch brands. Strong brand switching intentions support actual behavior.

Peckham (1963) states that brand switching intention is prone to occur in consumers under the age of 25, which is the early adult category. Tellis et al. (2009) suggest that early adult consumers are more open to new stimuli, an offer from other brands, for instance. Based on this, it can be concluded that early adult consumers are vulnerable to brand switching. Early adult consumers who also do not work have limited income. Early adult consumers who have limited income tend to develop more brand switching intentions.

Brand switching will occur when the intention to switch has been formed and has enough power to encourage consumers to carry out their actual behavior. Strengthening the intention of brand switching can come from interpersonal factors. East et al. (2001) suggested that the interpersonal influence of the environment can take the form of word of mouth. Stokes and Lomax (2002) suggested that word of mouth is all forms of verbal and non-verbal interpersonal communication regarding products from people who are considered impartial (non-commercial). Brown et al. (2005) suggested that the spread of word of mouth was carried out through individuals or some of the communication media.

Vazques-Casielles et al. (2013) suggest that word of mouth can be positive and negative. Positive word of mouth contains positive information regarding the experience of an object. Negative word of mouth contains negative information that is felt regarding the experience of an object. Roy et al. (2018) added that word of mouth also has a neutral nature which is a combination of positive and negative information.

Martin (2017) argues that the nature of word of mouth can shape evaluation in a process of making decisions. The results of the evaluation will influence consumer intention and action towards products from a brand. Ketelaar et al. (2015) suggested that consumers who get positive or neutral word of mouth are reported to be able to generate intentions to use product brands discussed in word of mouth. The neutral and positive nature of word of mouth is able to change consumer assessments and attitudes towards a product and influence intentions. However, the nature of positive word of mouth is considered to be more capable of influencing and strengthening brand switching intentions.

Tang et al. (2014) stated that individuals process positive word of mouth and conclude it as information about product reputation, results of usage satisfaction, experience enjoyment, and recommendations from other consumers. Meanwhile, Lim and Beatty (2005) suggest that consumer's intentions to use a different brand are less able to be strengthened by a combination of positive and negative information in neutral word of mouth, when compared to positive word of mouth. Consumers received word of mouth which is inconsistent, contains two pieces of information with different sides. Ketelaar et al. (2015b) also argued that when there is information that is negatively charged, consumer judgment will also be negative about an object.

Elkin (2014) reveals that a study conducted by Katz and Lazarsfeld showed that received positive word of mouth from other consumers has a greater impact on the decision to do brand switching of daily products. Consumers use recommendations from other people who have experienced consuming a product when they will make decisions and choose to use a brand.

Gunawan et al. (2016) stated that positive word of mouth received about the other brands is also able to generate brand switching intentions. Positive information in word of mouth gives a good impression and describes the advantages of a particular brand product. Therefore, the motivation to try these products appears in the form of brand switching intentions.

Based on the theories and some of studies above, the hypothesis proposed in this study is that there is a difference in the effect of giving positive and neutral word of mouth on brand switching intentions in facial cleansing products. Participants who were given positive word of mouth had a stronger brand switching intention than participants who were given neutral word of mouth.

## METHODS

This research uses an experimental approach with between participants independent variable design, consist of two groups. This experimental design examines the effect of the independent variable (VB) on the dependent variable (VT) through differences in VT scores. Seniati et al. (2011) argue that the difference in VT scores was seen from the measurement between groups of participants who were given different treatments. Measurements were carried out in each group at the end of the treatment (Seniati et al, 2011). Criteria participants in this study is women (18-25 years), had not worked, and used facial cleansers. The number of participants involved was 57 participants.

Participants were divided into two groups randomly, namely KE1 and KE2. Independent variable on this study presented using video. The video consists of two forms, the first video contained word of mouth positive, and the second video contained neutral word of mouth (positive and negative). These videos contain information and messages as the strongest factors, namely information, clarity, and volume of word of mouth. Video word of mouth will be presented non-verbally using three written reviews that have been collected from consumers. The content of the video is divided into two parts, the first displays the photos and attributes on the product. Product brands used in research fiction. Second, displaying content by word of mouth. Participants in KE1 were given videos containing positive word of mouth, while participants in KE2 were given videos containing neutral word of mouth. After the participants in each group received treatment, they were asked to fill out questionnaire I (brand switching intention scale) and questionnaire II (manipulation check).

The brand switching intention scale has a range of answer choices between 1 - 7. The research scale instrument used refers to the scale of Bansal and Taylor (2002), the brand switching intention scale is modified again according to the context of the research conducted by the researcher. The research scale consisting of 13 items passed the validation process by expert judgment and resulted in the validity value of the item score between 0.750 - 0.917. The item reliability value has a Cronbach's Alpha value of 0.919. The result of the calculation of item discrimination power shows that 3 items are invalid and 10 items are left. The correlation values for the items that did not fail moved from 0.432 - 0.814.

The data analysis technique used is descriptive and hypothesis testing. Data were analyzed using the SPSS v.23 program. Descriptive analysis is carried out before testing the hypothesis so that researchers can understand the reality of the variables empirically (Azwar, 2016). The research hypothesis was tested using independent t-test. Seniati et al. (2011) stated that the significance value is smaller than 0.05 ( $p < 0.05$ ), indicating that  $H_a$  is accepted and  $H_o$  is rejected, which means that there is a significant difference in the effect of the two groups.

## RESULTS AND DISCUSSION

### Results

**Table 1.** *Participant's demographic data*

Characteristics	Frequency	Percentage
<b>Age (year)</b>		
18	6	11%
19	21	37%
20	10	18%
21	9	16%
22	8	14%
23	2	4%
24	1	2%
<b>Total</b>	<b>57</b>	<b>100%</b>
<b>Last Education</b>		
SMA	54	95%
Strata 1 (S1)	3	5%
<b>Total</b>	<b>57</b>	<b>100%</b>
<b>Monthly Expenses</b>		
<300000	8	14%
300000-500000	17	30%
500000-1000000	20	35%
>1000000	12	21%
<b>Total</b>	<b>57</b>	<b>100%</b>

Table 1 shows that the majority of the participants involved in the study were 19 years old (37%), last high school education (95%), and had expenses between 500000-1000000 (35%).

**Table 2.** *Variable description*

Groups	n	Emphirical			
		Min	Max	Mean	SD
<b>Positive WOM (KE<sub>1</sub>)</b>	30	28	65	47.76	8.13
<b>Neutral WOM (KE<sub>2</sub>)</b>	27	17	48	30.37	7.13

The brand switching intention scale has a total of 10 items. The brand switching intention scale has a score range between 1 to 7. The results of data analysis of the lowest empirical score in the positive word of mouth experimental group (KE<sub>1</sub>) were 26 and the highest was 65 with an average value of 47.76 and a standard deviation of 8.13. The neutral word of mouth experimental group (KE<sub>2</sub>) had the lowest empirical score of 17 and the highest was 48 with an average value of 30.37 and a standard deviation of 7.13

**Table 3.** *Categorization and interpretation scores of brand switching*

Categorization	Interval	KE <sub>1</sub>		KE <sub>2</sub>	
		f	%	f	%
High	X < 30	1	3%	0	0%
Is	30 – 49	15	50%	16	59%
Low	X ≥ 50	14	47%	11	41%

In table 3 shows that more participants in the positive word of mouth group (KE<sub>1</sub>) had a high brand switching intention score than the neutral word of mouth group (KE<sub>2</sub>). The difference between the two groups was 6%. In general, the categorization results also show that the participants have brand switching intentions in the medium category.

**Table 4.** *Normality Test*

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
<b>Brand Switching</b>	.11	57	.05	.96	57	.10
<b>Intention</b>						

b. *Lilliefors significance correction*

The results of the normality test in table 4 show the value of  $p = 0.054$ ,  $p > 0.05$ . The results of the normality test show a p-value greater than 0.05, so the normality assumption is fulfilled.

**Tabel 5.** *Homogeneity and Hypothesis Test Results*

Group Statistics					
	Groups	N	Mean	SD	Std. Error Mean
<b>IBS Mean</b>	Positive WOM	30	4.77	.81	.14
	Neutral WOM	27	3.03	.71	.13

Independent samples test						
Variabel	Leven's Test for Equality of Variances		df	T	Sig.	Mean difference
	F	Sig.				
<b>Brand Switching</b>	.30	.58	55	8.54	.00	1.37
<b>Intention</b>						.02

Homogeneity testing uses the Levene's test approach. The variance equality is fulfilled if the probability value (p) is greater than 0.05 ( $p > 0.05$ ). The results of Levene's test analysis obtained using SPSS 23 are  $p = 0.58$ ,  $p > 0.05$ , therefore the hypothesis is accepted. Participants in both study groups had the same variance and came from the same population.

The results of the data analysis that have been done show that there is a significant difference in brand switching intentions between the positive word of mouth group and the neutral word of mouth group,  $t(55) = 8.54$ ,  $p < 0.05$ . The mean value of brand switching in the positive word of mouth group ( $M = 4.77$ ,  $SD = 0.81$ ) was higher than the neutral word of mouth group ( $M = 3.03$ ,  $SD = 0.71$ ). The results of the independent sample t-test analysis show that the hypothesis proposed in this study is accepted.

## Discussion

This study examines the difference in the effect of giving positive and neutral word of mouth on brand switching intentions. This study shows that the provision of word of mouth has a different effect on brand switching intentions. Participants in a positive word of mouth condition (KE1) had a stronger level of brand switching intentions.

The results of this study are in line with research conducted by Doh and Hwang (2009) involving 143 participants. The study showed that the group that received one side of information, namely only positive opinions, showed a higher mean score than the other groups. Positive word of mouth is more influential on attitudes and behavioral intentions of consumers than neutral word of mouth which contains positive and negative sentiments. This can be caused by an unbalanced information content that causes a weak consumer intention to use or buy other products.



This research is also in accordance with the results of the study by Asmidar, Zulkarnain, and Ginting (2017) which show that the effect of positive word of mouth significantly affects brand switching intentions. This study found that positive word of mouth contributed 30.7% to consumers' intention to do brand switching. The results of the descriptive analysis of the brand switching intention scale show that participants in the high category come from the positive word of mouth group more (47%) than participants who come from the neutral word of mouth group (41%).

The results of the analysis of the response data distribution showed that the percentage of participants in the positive word of mouth group who agreed that changing facial cleansers was a good idea was 73.4%. The percentage of participants in the positive word of mouth group who agreed that changing facial cleansers to a new brand was beneficial was 86.6%. The percentage shown by participants in the positive word of mouth group was greater than the neutral word of mouth on the two question items. This confirms that in the positive word of mouth group more participants think that changing facial cleansers to other brands is a good and useful idea.

Researchers also found that as many as 66.7% of participants in the positive word of mouth group agreed that changing facial cleansers to brands that were displayed was beneficial. This percentage is more than the participants in the neutral word of mouth group. In conclusion that more participants in the positive word of mouth group think that changing facial cleansers to the brands featured in the video will provide benefits.

Switching facial cleansers to the brands featured in the video were also desirable for 86.6% of participants in the positive word of mouth group. This number is much greater than participants in the neutral word of mouth group, which only showed a rate of 3.7% for the same choice. This response reinforces that more participants want to switch facial cleansing products to other brands when they receive positive word of mouth.

Participants in both groups agreed more with the answer choices that states "not much" on question items regarding events that could not be controlled to prevent the replacement of facial cleansers to the brands featured in the video. The percentage of participant responses in the two groups who chose the answer "not much" as much as 54.3%. This shows that there is a similarity of opinion between participants in both groups that the events or incidents that can hinder changing facial cleansing products to other brands are few in number because they can be controlled. The fewer number of events that prevent switching to another brand can increase the probability of brand switching.

Based on the response distribution data, it confirms that there are differences in the influence of positive and neutral word of mouth on consumer brand switching intentions. The results of the mean measurement also show quite large differences. The positive word of mouth group (KE1) had a higher mean score than the neutral word of mouth group (KE2). The acquisition of a larger mean score indicates that, on average, participants in positive word of mouth conditions have a higher brand switching intention score.

Word of mouth received from other consumers affects cognitive, affective, and behavioral intentions. Ketelaar, Willemsen, Sleven, and Kerkhof (2015) suggest that word of mouth will work more effectively when the communicant does not or lacks knowledge of a product brand. Consumers who are less familiar or have little information about a brand can more easily process incoming information. The positive sentiment contained in positive word of mouth can form a good assessment of the product brand.

According to the signaling theory (Spence, 1973), word of mouth processing is positive until it can bring up and strengthen the intention because the information received can help eliminate the imbalance of information between consumers. Consumers receive positive information and pleasant experiences from others regarding previously unknown brand new products. Consumers who act as communicators provide new information through a positive word of

mouth that is then captured by the communicant. Received positive word of mouth reduces the information level gap and level of risk that consumers feel, consequently encourage brand switching intention and influence purchasing decisions. Gunawan, Diana, Muchardie, and Sitinjak (2016) also added that word of mouth positively gives a good impression of a brand of product to consumers.

Bansal and Taylor (2002) suggest that a positive assessment will lead to a positive attitude as well. Positive word of mouth that leaves a good impression forms an assessment in the minds of consumers so that it creates a positive attitude which is a strong determinant of brand switching intentions. In this study, it shows the acquisition of high brand switching intention scores from participants.

Bansal and Taylor (2002b) suggest that a higher score indicates a strong brand switching intention. A positive attitude towards the idea of switching drives a stronger intention to denote brand switching if consumers have a high degree of control over events that might hinder the switch (PBC). If consumers feel that there are few events or incidents that hinder the idea of switching, the intention level of brand switching will strengthen. Conversely, when the number of events that can hinder the idea, the brand switching intention level will weaken or even disappear. The intention of brand switching is also strengthened when consumers feel that the consequences of their intentions get the approval of others who are considered important or similar to their personal preferences.

Asmidar, Zulkarnain, and Ginting (2017) suggest that consumers perceive positive word of mouth communicators as not part of commercial advertising or professionals, but friends. Therefore, positive word of mouth tends to be more persuasive in moving consumer intentions, one of which is brand switching.

Research that has been done shows the influence of word of mouth, especially a positive one on brand switching intentions in facial cleansers. Facial cleansers are a class of cosmetic products that experience brand switching based on initial data taken by researchers, so that the results of this study can only be generalized to the same product class. Brand switching occurs in almost every product used on a daily basis. The formation and strengthening of intentions can lead to brand switching behavior which in this study did not carry out further studies. Researchers also experience obstacles regarding the limitations of the literature that discusses the use of neutral word of mouth related to consumer intentions, especially brand switching.

## CONCLUSIONS

The conclusion that can be drawn from the results of the research and discussion that has been described is that there is a difference in the effect of giving positive and neutral word of mouth on brand switching intentions in facial cleansing products. The intention of brand switching for facial cleansing products will be stronger if consumers receive positive word of mouth compared to neutral word of mouth.

The suggestions related to this study for further researchers that when using word of mouth as one of the variables in the study are expected to also consider the use of neutral word of mouth. The use of word of mouth variables and brand switching intention is also expected to be applied in different contexts, such as service and not only as intent but behavior. As for the product context, it is expected that it is not only limited to product class but also has a wider range. Further suggestions for producers need to pay more attention to the spread of word of mouth among consumers. Word of mouth from consumers can be an evaluation for producers to develop their products. Besides, producers can maximize the use of word of mouth in product marketing by considering the use of word of mouth.

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